

## Abstract (Clean Copy)

A method for announcing a key code to TV viewers via the screen of their TV set for use in establishing contact between selected viewers and an established game program over a telecommunication network, the method including the steps of generating the key code to include a plurality of descriptive elements, the key code being selected randomly among a predetermined number of different key codes; transmitting the key code elements in succession to the TV screens within a plurality of selected time slots located within a plurality of selected time units between a start and an end of TV transmission which is at least one of a TV program and a TV commercial spot; and selecting the viewers for connection to the game program as a function of a predetermined number of viewers who by using the key code manage to establish the contact.